

R.J. REYNOLDS

Tobacco Company

May 21, 1997

7
DAVID W. KEENEY
Key Account Manager

7854 Oswego Road, #202
Liverpool, NY 13090
315-622-1200/1191
Fax 315-622-1199
VoiceMail 1-800-757-8255
Ext. 71572

To: 1642 AM's

Subject: "No Bull" Expectations

Sharon & Gentlemen:

The following are my expectations as we reposition Winston:

Direct Accounts

- Ensure product rotation.
- Ensure communication (ROU spreadsheet) with RR's and RM's.
- Sell all Winston styles not currently carried, for delivery the week of 7/14/97. Do not order prior to this date. Communicate to RR!
- "No Bull" Letterhead - ask accounts to send out for us.
- Lock in VAP promotions for first week of each month (plus \$5.00 if necessary).

Chain Accounts

- Identify/sell supplemental display to all accounts with one Footprint, or where Full Price facings are fewer than 24. Communicate to RR!
- Sell Box styles to all accounts for delivery the week of 7/21/97. Communicate to RR!
- Chain Employee Education -
 - Attend supervisory meetings
 - Sign clerks/managers to National Contest
 - Create Contest/Accrual/Plan A spending
- Order and carry Consumer Mission Cards:
 - Normal retail contacts
 - High traffic time periods
 - Schedule/coordinate consumer intercept periods with RM/RR.

51861 5885

"No Bull" Expectations
May 21, 1997
Page 2

- PDI - Get me your requests ASAP from Division allocation sent to you on 5/9/97. I will send you individual allocations once I have received all. (Deadline 5/30/97).

Communication

- Communicate!
- Communicate!
- Communicate!

If you have any questions or ideas, please contact me.

Sincerely,
Dave
D.W. Keeney/KAM

DWK/jb

cc: B.J. Roth

51861 5886